

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis Template

	Positives	Negatives
Internal Factors	Strengths	Weaknesses (Challenges)
	(e.g. strong staff morale; good training program; long-term staff with good history and experience; low turnover)	(e.g. many long-term staff ready for retirement; low wages; no rewards program; low turnover)
External Factors	Opportunities	Threats
	(e.g. technology school down the street just added a curriculum in one of skill needs; economic downturn results in skilled available applicant pool)	(e.g. economic downturn results in reduced tax dollars/hiring freeze)